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An Analysis of Effects of Boredom on Revisit Intention – A Case in Japanese Popular Tourism Destinations

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ABSTRACT

This study focuses on the effects of visitors' boredom of a destination on their intention to revisit it, using two Japanese popular tourism destinations as the cases. Relationships between three factors, which are satisfaction, boredom and revisit intention, were examined. In addition to the subjective index of visitors' boredom based on ratings on a scale, the rate of remaining facilities (RoRF), which was the objective index of visitors' boredom, is also employed. A questionnaire survey was conducted to obtain data related to the five factors. We conclude that subjective index of visitors' boredom may not be effective for understanding of their revisit intention, while their revisit intention can arguably be relevant to the RoRF.

Keywords: *revisit intention, boredom, satisfaction, a three-layer structure of a place.*

INTRODUCTION

Recently, with the arrival of depopulation and the rapidly aging society, the maintenance of repeaters has become more crucial than ever for Japanese tourism destinations. With that being said, the scarcity of attractions is likely to hinder many destinations attracting a desirable number of repeaters. One possible measure to tackle this issue may be to keep visitors from being bored.

This study focuses on the effects of visitors' boredom of a destination on their intention to revisit it. For this investigation, both subjective and objective indices of their boredom were utilized. . Two Japanese popular tourism destinations, Central Hokkaido (Do-o) area and Naha area in Okinawa Island, were selected as the case areas.

LITARETURE REVIEW

The majority of studies of visitors' revisit intention have examined the effects of psychological factors of visitors on their revisit intention and destination loyalty. Most of these studies employed satisfaction in their models. In addition, Lehto *et al* (2004) employed visitors' prior experiences as the constituent of their model whereas Yoona and Uysal (2005) paid attention to push and pull motivations. Gallarzaa and Saura (2006) involved perceived values, and Yuksel and Yuksel (2007) treated risk perception. Perceived justice was incorporated into Kim *et al* (2009)'s model, and attachment was woven into Yuksel *et al* (2010)'s study. Jang and Feng (2007)'s model involved visitors' quest for novelty, which seems to be a counter-concept

of boredom. No previous studies have focused on the effects of visitors' boredom on their revisit intention.

METHOD

Structure of a place

Relationships between three factors, which are satisfaction, boredom and revisit intention, were examined. We assume that there is a three-layer structure of a place, comprising three factors: areas, districts and zones (Figure 1). Do-o and Naha area were employed as the areas. We also assume that visitors have different ideas about whether each zone or district belongs to a focused area, and that their ideas may change during and after their visit.

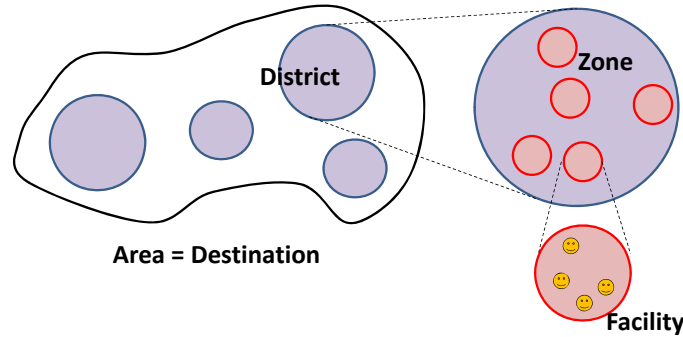


Figure 1
The three-layer structure of a place

Data collection

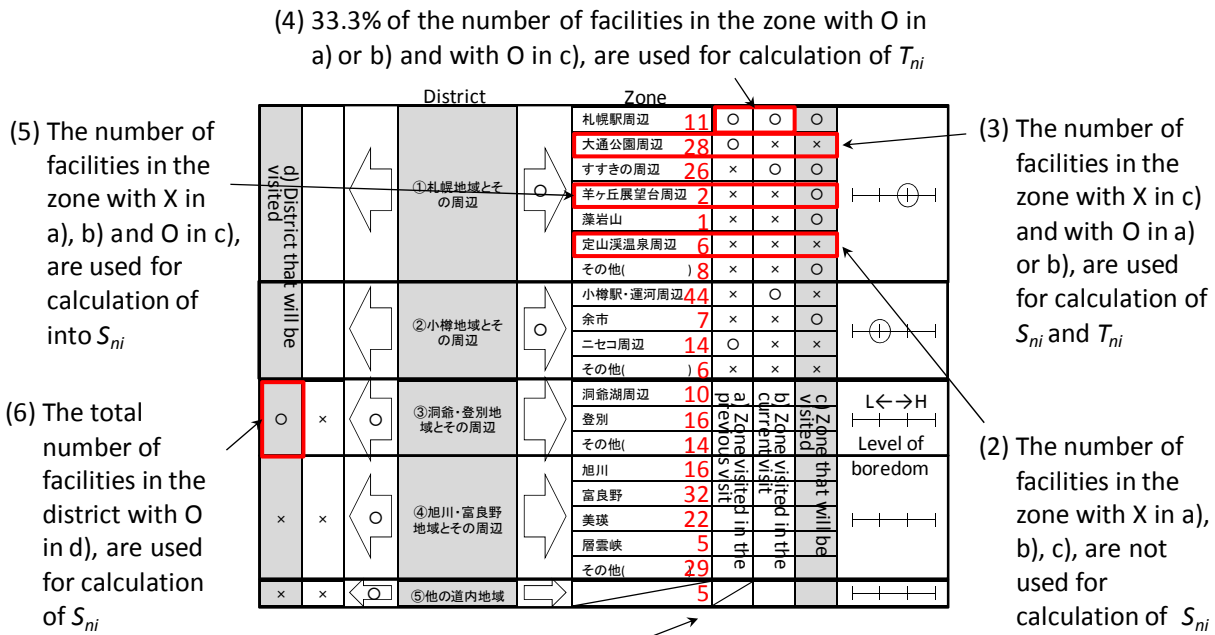
In order to obtain data related to the above mentioned factors, a questionnaire survey to Japanese visitors was conducted at the gate airports of the selected areas in 2011. We obtained 422 and 613 valid responses in Chitose and Naha respectively. The question items consisted of three categories, 1) their experiences of and satisfaction with the current visit to the area, 2) zones that they visited in their previous/current visit, area that they wished to revisit and boredom of the district as perceived by respondents, and 3) the attributes of respondents. As for Category 1), respondents were asked about their satisfaction with the area on a 4-point scale. As for Category 2), we set up four districts and fifteen zones altogether in the two areas. Boredom that each respondent perceived as to each district was asked on a 4-point scale. Respondents were further asked about their intention to revisit the area on a 5-point scale.

Rate of remaining facilities

The rate of remaining facilities (RoRF) is proposed as the objective index of boredom of an area as perceived by the respondents. It is calculated in the following equation;

$$R_{ni} = (S_{ni} - T_{ni}) / S_{ni}$$

While R_{ni} is RoRF of individual n for area i , S_{ni} is the number of facilities recognized by individual n in area i , and T_{ni} is the number of facilities that will never be visited in the future by individual n in area i . The number of facilities in each zone as featured in travel guidebooks is substituted for the number of facilities as the basis for the calculation of S_{ni} and T_{ni} . S_{ni} and T_{ni} are calculated in consideration of zones and districts that the respondents visited (marked ○ in a) and/or b) of Figure 2), those that they did not visit (marked × in a) and/or b) of Figure 2), those that they wished to revisit (marked ○ in c) of Figure 2), those that they did not wish to revisit (marked × in c) of Figure 2) and the distance to each facility from the center of the area. The calculation followed nine steps, which are explained in Figure 2 in detail. We hypothesize that visitors would not like to revisit the area if their RoRF falls below a certain level.



(1) Count numbers of facilities (tourism facilities, restaurants/bars, souvenir shops) in each zone using the most popular guidebook

(7) The number of facilities in a district or a zone is multiplied by a weight of distance from the center of an area $w_z^D = \exp(-\delta D_z), \delta = 0.01(km^{-1})$

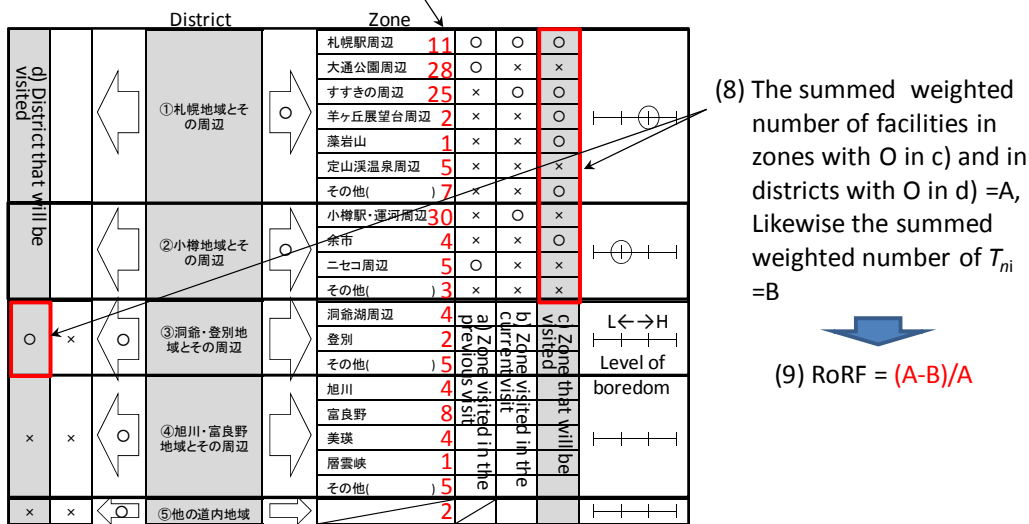


Figure 2
Steps to calculate the RoRF

RESULTS AND DISCUSSION

Relationship between perceived boredom and revisit intention

As the result of the test for independence, the respondents' intention to revisit an area were found to be significantly relevant to their satisfaction with the area ($\chi^2=24.87, d.f.=8, \alpha=0.05$). On the contrary, the respondents' perceived boredom of the least bored district was significantly independent both of their satisfaction with the area ($\chi^2=6.675, d.f.=4, \alpha=0.05$) and of their intention to revisit the area ($\chi^2=10.71, d.f.=8, \alpha=0.05$). Thus, the index of visitors' perceived boredom was not suggested to be significantly relevant to their revisit intention.

Relationship between perceived boredom and RoRF

The relationship between the RoRF, which is the objective index of visitors' boredom, and their intention to revisit is then examined. First, the relationship between the respondents' RoRF of a district and perceived boredom of the district is tested (Figure 3). As the result of t-test, strong negative correlations between their RoRF and perceived boredom were observed. This indicates the efficacy of the RoRF as the index of visitors' perceived boredom. We found that visitors tend to feel almost bored if their RoRF of an area becomes less than 0.35. It was also proven that the RoRF of respondents who answered "we would not wish to revisit" was significantly lower than 0.4 (Figure 4). Therefore, visitors' revisit intention can arguably be understood with use of the RoRF.

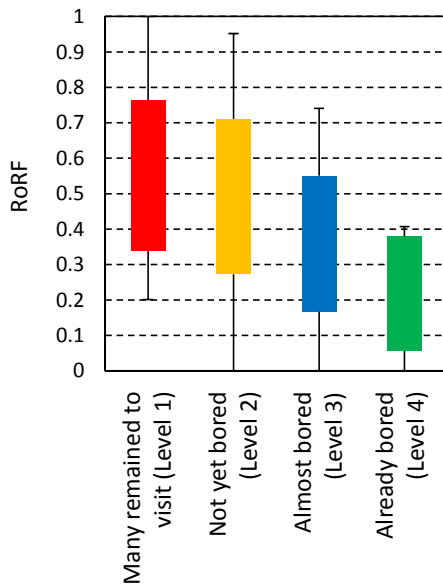


Figure 3

Relationship between boredom of a district and the RoRF of the district
(pooling data of Sapporo and Naha district)

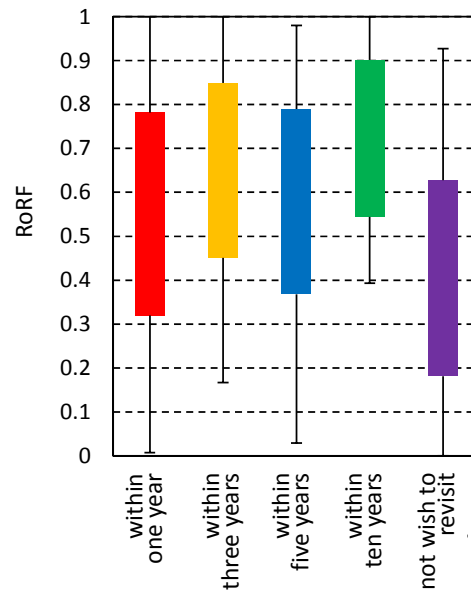


Figure4

Relationship between revisit intention of an area and the RoRF of the area
(pooling data of Do-o and Okinawa Island)

Change of place in future visit

The higher visitors' RoRF is, the more likely they are to revisit the tourism destination. In order to increase the RoRF, there may be two measures. One is to increase S_{ni} , and the other is to decrease T_{ni} . We would focus on the former, considering that it may be possible to project zones that have not been well-recognized by potential visitors into their mind. This measure also has a particular advantage in that it does not require considerable time and cost for facility developments.

In order to confirm such a possibility, we checked whether the size of an area as perceived by visitors may change in future visit. More than 80% of visitors in Do-o and more than 60% of visitors in Naha answered that they might add more districts or zones in their itineraries, supposing that they would revisit the areas (Figure 5).

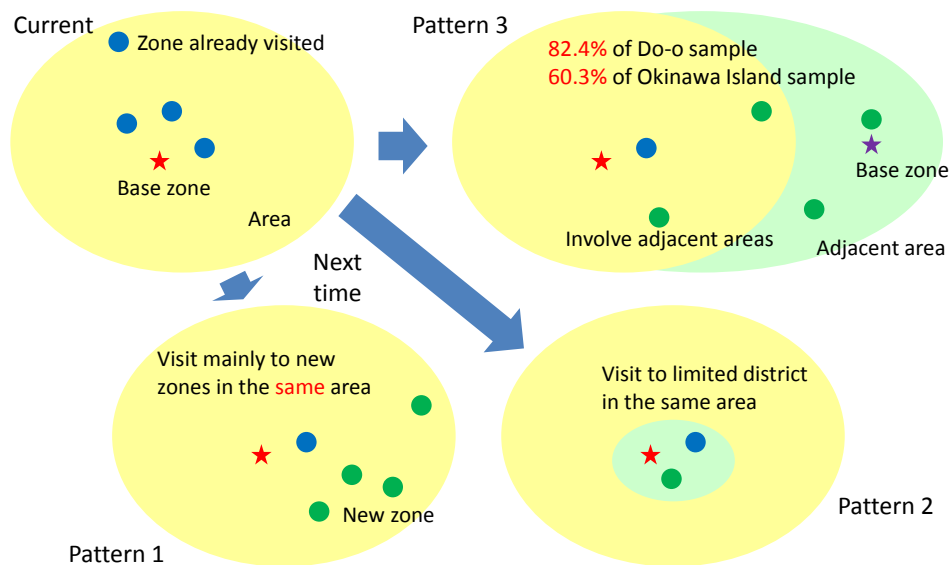


Figure 5
Patterns of change of an area, districts and zones in the future visit

CONCLUSION

In this study, the RoRF is proposed as the objective index of visitors' boredom. Such a proposal proved to be reasonable through the questionnaire survey. That is, the RoRF can be used as the parameter to understand visitors' revisit intention. In the future study, the relationship between the RoRF and visitors' perceived boredom should be more investigated in other tourism destinations.

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